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|-------------------------------|------------------------|---------------------|--|
| <b>Notice of Allowability</b> | <b>Application No.</b> | <b>Applicant(s)</b> |  |
|                               | 10/634,853             | COOK ET AL.         |  |
|                               | <b>Examiner</b>        | <b>Art Unit</b>     |  |
|                               | Neveen Abel-Jalil      | 2165                |  |

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--**

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to March 27, 2006.
2. ☒ The allowed claim(s) is/are 1, 4-9, 12-17, 20, and 22.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
  - a) ☐ All    b) ☐ Some\*    c) ☐ None    of the:
  1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

\* Certified copies not received: \_\_\_\_\_.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

**THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.**

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
  5. ☐ CORRECTED DRAWINGS ( as "replacement sheets") must be submitted.
    - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review ( PTO-948) attached
      - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date \_\_\_\_\_.
    - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date \_\_\_\_\_.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

**Attachment(s)**

- |  |  |
|--|--|
| <ol style="list-style-type: none"> <li>1. <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)</li> <li>2. <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)</li> <li>3. <input type="checkbox"/> Information Disclosure Statements (PTO-1449 or PTO/SB/08), Paper No./Mail Date _____</li> <li>4. <input type="checkbox"/> Examiner's Comment Regarding Requirement for Deposit of Biological Material</li> </ol> | <ol style="list-style-type: none"> <li>5. <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)</li> <li>6. <input type="checkbox"/> Interview Summary (PTO-413), Paper No./Mail Date _____</li> <li>7. <input checked="" type="checkbox"/> Examiner's Amendment/Comment</li> <li>8. <input type="checkbox"/> Examiner's Statement of Reasons for Allowance</li> <li>9. <input type="checkbox"/> Other _____</li> </ol> |
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**JEFFREY GAFFIN**  
 SUPERVISORY PATENT EXAMINER  
 TECHNOLOGY CENTER 2100

### **DETAILED ACTION**

#### **Remarks**

1. The Amendment filed on 27-March-2006 has been received and entered. Claims 2-3, 10-11, 19, and 21 have been cancelled. Therefore, claims 1, 4-9, 12-17, 20, and 22 are pending.

### **EXAMINER'S AMENDMENT**

2. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Mr. John R. Kasha (Attorney of Record) on April 12, 2006.

#### **Amendments to the Claims:**

3. The claims has been amended as follows:

Replace claim 1 with the following:

Claim 1 (Currently Amended): A method for providing media samples within search engine results pages, comprising:

receiving a search request comprising a keyword;

searching a first database comprising unsponsored websites for information pertaining to the keyword;

searching a second database comprising media server links for music-related information pertaining to the keyword,

wherein the media server links of the second database comprise one or more of a first link to an identified media sample on a media framework and a second link to a media product on an Internet retailer,

wherein the media product comprises the identified media sample,

wherein if the keyword matches information pertaining to an unsponsored website that is in the first database the search engine places a third link to the unsponsored website on a results page; and

wherein if the keyword matches information pertaining to music-related server links that is in the second database the search engine places one or more of the first link and the second link on the results page:

in response to a selection of the first link on the results page, providing the identified media sample from the media framework to enable playback on a media device, and

downloading the identified media sample from the media framework through a branded player to enable playback of the identified media sample when the identified media sample is associated with a the branded player,

wherein the request further includes a client-ID that identifies the branded player that should be launched to playback the identified media sample, and wherein the branded player enables a consumer to listen to the playback of the identified media sample and purchase the media product, while reviewing and accessing other search results and related information.

Art Unit: 2165

Replace claim 4 with the following:

Claim 4 (Currently Amended): The method of claim 3 1, wherein a consumer is enabled to access other search results during playback of the identified media sample.

Replace claim 7 with the following:

Claim 7 (Currently Amended): The method of claim 6, wherein the branded player provides a fourth link to a consumer to purchase media that corresponds to the identified media sample.

Replace claim 12 with the following:

Claim 12 (Currently Amended): The method of claim ~~4~~ 8, wherein a consumer is enabled to access other search results during playback of the media sample.

Replace claim 15 with the following:

Claim 15 (Currently Amended): The method of claim 6, wherein the branded player provides a fourth link to a consumer to purchase media that corresponds to the media sample.

Replace claim 20 with the following:

Claim 20 (Currently Amended): A system for providing media samples within search engine results pages, comprising:

a plurality of internet-connected consumer devices for transmitting search requests online, the consumer devices including media players;

Art Unit: 2165

a search engine for receiving consumer search requests from the consumer devices, wherein the search engine receives a search request from one of the consumer devices, wherein the search request comprises a keyword, and wherein the search engine searches a first database comprising unsponsored websites for information pertaining to the keyword and a second database comprising media server links for music-related information pertaining to the keyword;

a media framework for retrieving the identified media sample and for providing the identified media sample to the consumer device for automatic playback on a media player associated with the consumer device; and

an Internet retailer for purchasing a media product comprising the identified media sample,

wherein the media server links of the second database comprise one or more a first link to the identified media sample on the media framework and a second link to the media product on the Internet retailer,

wherein if the keyword matches information pertaining to an unsponsored website that is in the first database the search engine places a third link to the unsponsored website on a results page of the search engine,

wherein if the keyword matches information pertaining to music-related server links that is in the second database the search engine places one or more of the first link and the second link on the results page of the search engine, and

wherein the consumer search request includes a client ID that identifies the branded player that should be launched to playback the identified media sample, and wherein according to the client ID, the media framework further downloads a the branded player that is associated

Art Unit: 2165

with the identified media sample so that the media player associated with the consumer device playbacks the identified media sample on the branded player.

*Allowance*

4. Claims 1, 4-9, 12-17, 20, and 22 are allowed over the prior art made of record.
5. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

*Conclusion*

6. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Cooper et al. (U.S. Pub. No. 2001/0051996 A1) teaches Client Device ID in a network based content distribution.

Siekman (2002/0089534 A1) teaches interactive marketing over the Internet.

Keith Hill. A Perspective: The Role of Identifiers in Managing and Protecting Intellectual Property in the Digital Age. IEEE 1999.

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Neveen Abel-Jalil whose telephone number is 571-272-4074. The examiner can normally be reached on 8:30AM-5:30PM EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeffrey A. Gaffin can be reached on 571-272-4146. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Neveen Abel-Jalil  
April 14, 2006